



PATENT  
Customer No. 22,852  
Attorney Docket No. 08011.3010

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: )  
John DeMayo et al. ) Group Art Unit: 3688  
Application No.: 09/711,261 ) Examiner: CHAMPAGNE, Donald  
Filed: November 10, 2000 )  
For: APPARATUS AND METHOD FOR ) Confirmation No.: 6688  
HYPERLINKING SPECIFIC )  
WORDS IN CONTENT TO TURN )  
THE WORDS INTO )  
ADVERTISEMENTS )

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT**

This Amendment accompanies a Request for Continued Examination (RCE), fulfills the requirement for a submission under 37 C.F.R. § 1.114, and further responds to the Final Office Action mailed October 31, 2008, the period for response having been extended through March 2, 2009 (February 28<sup>th</sup> being a Saturday), by a Petition for Extension of Time of one-month and fee payment filed concurrently herewith. Please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims in this paper.

**Remarks** follow the amendment section of this paper.